

**UTILITY  
PATENT APPLICATION  
TRANSMITTAL**

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No.

7791-0103-25X CONT

First Inventor or Application Identifier

Michael C. SCROGGIE

Title

SYSTEM AND METHOD FOR DISTRIBUTING INFORMATION THROUGH...

**APPLICATION ELEMENTS**

See MPEP chapter 600 concerning utility patent application contents

1. ☒ Fee Transmittal Form (e.g. PTO/SB/17)  
(Submit an original and a duplicate for fee processing)
2. ☒ Specification Total Pages **23**
3. ☒ Drawing(s) (35 U.S.C. 113) Total Sheets **7**
4. ☒ Oath or Declaration Total Pages **4**
- a. ☐ Newly executed (original or copy)
- b. ☒ Copy from a prior application (37 C.F.R. §1.63(d))  
(for continuation/divisional with box 15 completed)
- i. ☐ DELETION OF INVENTOR(S)  
Signed statement attached deleting inventor(s) named  
in the prior application, see 37 C.F.R. §1.63(d)(2) and  
1.33(b).
5. ☒ Incorporation By Reference (usable if box 4B is checked)  
The entire disclosure of the prior application, from which a copy of the  
oath or declaration is supplied under Box 4B, is considered to be part  
of the disclosure of the accompanying application and is hereby  
incorporated by reference therein.

ADDRESS TO: Assistant Commissioner for Patents  
Box Patent Application  
Washington, DC 20231

**ACCOMPANYING APPLICATION PARTS**

6. ☒ Assignment recorded at Reel/Frame: 9971/0240
7. ☐ 37 C.F.R. §3.73(b) Statement (when there is an assignee) ☐ Power of Attorney
8. ☐ English Translation Document (if applicable)
9. ☒ Information Disclosure Statement (IDS)/PTO-1449 (5 pages) & 892 (2) ☐ Copies of IDS Citations
10. ☒ Preliminary Amendment
11. ☒ White Advance Serial No. Postcard
12. ☐ Small Entity Statement(s) ☐ Statement filed in prior application. Status still proper and desired.
13. ☐ Certified Copy of Priority Document(s) (if foreign priority is claimed)
14. ☒ Other: Request for Priority

15. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below:

- ☒ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application no.: 08/873,974
- Prior application information: Examiner: Caudle Group Art Unit: 2765

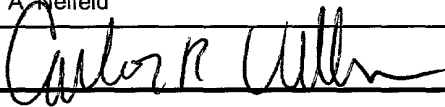
16. Amend the specification by inserting before the first line the sentence:

- ☒ This application is a ☒ Continuation ☐ Division ☐ Continuation-in-part (CIP)  
of application Serial No. 08/873,974 Filed on June 12, 1997.

☐ This application claims priority of provisional application Serial No. Filed

**17. CORRESPONDENCE ADDRESS**

OBLON, SPIVAK, MCCLELLAND, MAIER & NEUSTADT, P.C.  
FOURTH FLOOR  
1755 JEFFERSON DAVIS HIGHWAY  
ARLINGTON, VIRGINIA 22202  
(703) 413-3000  
FACSIMILE: (703) 413-2220

Name:	Richard A. Neifeld	Registration No.:	35,299
Signature:		Date:	2/14/00
Name:	Carlos R. Villamar	Registration No.:	43,224

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE APPLICATION OF: :

Michael C. SCROGGIE ETAL : GROUP ART UNIT: To be Assigned

SERIAL NO. New Application :

FILED: Herewith : EXAMINER: To be Assigned

FOR: SYSTEM AND METHOD FOR :  
DISTRIBUTING INFORMATION  
THROUGH COOPERATIVE  
COMMUNICATION NETWORK SITES

PRELIMINARY AMENDMENT

ASSISTANT COMMISSIONER FOR PATENTS  
WASHINGTON, D.C. 20231

SIR:

Prior to examination on the merits, please amend the above-identified patent application as follows:

IN THE CLAIMS

Please cancel Claims 1-23, without prejudice or disclaimer.

Please add new claims 24-49 as follows:

--24. (New) A computer network implemented method comprising the steps of:

transmitting from a client computer over the Internet to a Web site of a manufacturer a request for manufacturer incentives to purchase one of a product and a service offered by said manufacturer;

in response to said request for manufacturer incentives, transmitting region data from said Web site of said manufacturer over the Internet to a remote Web site;

in response to receipt of region data at said manufacturer's Web site, transmitting

from said remote Web site to said Web site of said manufacturer at least one manufacturer incentive and at least one name and address of a retailer; and

transmitting from said Web site of said manufacturer over the Internet to said client computer said at least one manufacturer incentive and said at least one name and address.

25. (New) The method according to claim 24 wherein said step of transmitting from said remote site said list further comprises transmitting a link to a Web sites of said at least one retailer.

26. (New) The method according to claim 24 further comprising the step of determining said at least one manufacturer's incentive and said at least one name and address of a retailer by querying, using said region data, a database from a server of said remote Web site.

27. (New) The method according to claim 24 further comprising the steps of:

transmitting from said client computer to said Web site of said manufacturer selection data indicating selection of said at least one manufacturer incentive;

transmitting from said Web site of said manufacturer to said remote site said selection data;

transmitting from said remote site to said Web site of said manufacturer details of the selected at least one manufacturer incentive; and

transmitting from said Web site of said manufacturer to said client computer said details.

28. (New) A computer network implemented method comprising the steps of:

transmitting from a client computer over the Internet to a Web site of a retailer a request for manufacturer incentives to purchase one of a product and a service offered by a manufacturer;

in response to receipt of said request at said Web site of said retailer, transmitting said request from said Web site of said retailer over the Internet to a remote Web site;

in response to receipt of said request at said remote site, transmitting from said remote site over the Internet to said Web site of said retailer a list of manufacturer incentives; and

in response to receipt of said manufacturers incentives at said Web site of said retailer, transmitting over the Internet to said client computer said list of manufacturers incentives.

29. (New) The method according to claim 28 further comprising the steps of:

transmitting a user identification from said Web site of said retailer over the Internet to said remote Web site in association with said request; and

determining manufacturer's incentives to transmit from said remote Web site to said Web site of said retailer based upon said user identification.

30. (New) The method according to claim 28 further comprising the step of transmitting from the client computer over the Internet to the Web site of the retailer region data.

31. (New) The method according to claim 30 wherein said region data is postal code data.

32. (New) A computer network implemented method comprising the steps of:

transmitting shelf tag data used to generate printed price shelf tags and cross-reference data for current retailer specials to purchase one of a product and a service offered by a retailer to a remote site; and

reformatting said shelf tag data and cross-reference data for input into a retailer specials database; and

updating said retailer specials database with said reformatted data.

33. (New) The method according to claim 32 wherein said step of transmitting comprises transmitting over the Internet.

34. (New) A computer network implemented method comprising the steps of:  
transmitting from a client computer over the Internet to a remote Web site  
manufacturer incentive data defining manufacturer incentives to purchase one of a product  
and a service offered by a manufacturer;

updating a manufacturers incentives database storing data defining manufacturers  
incentives with said manufacturer incentive data.

35. (New) A computer network implemented method comprising the steps of:  
transmitting from a commercial Web site to a client computer a Web page containing  
an advertisement banner for an incentive to purchase one of a product and a service offered  
by one of a manufacturer and a retailer;

transmitting from said client computer over the Internet to said commercial Web site  
a request for said incentive advertised in said banner;

transmitting from said commercial Web site over the Internet to a remote Web site a  
request for said incentive;

transmitting from said remote Web site to said commercial Web site said incentive;  
and

transmitting from said commercial Web site over the Internet to said client computer  
said incentive.

36. (New) A computer network implemented system comprising:  
means for transmitting from a client computer over the Internet to a Web site of a  
manufacturer a request for manufacturer incentives to purchase one of a product and a service  
offered by said manufacturer;

means for, in response to said request for manufacturer incentives, transmitting region data from said Web site of said manufacturer over the Internet to a remote Web site;

means for, in response to receipt of region data at said manufacturer's Web site, transmitting from said remote Web site to said Web site of said manufacturer at least one manufacturer incentive and at least one name and address of a retailer; and

means for transmitting from said Web site of said manufacturer over the Internet to said client computer said at least one manufacturer incentive and said at least one name and address.

37. (New) The system according to claim 36 wherein said means for transmitting from said remote site said list further comprises means for transmitting a link to a Web sites of said at least one retailer.

38. (New) The system according to claim 36 further comprising means for determining said at least one manufacturer's incentive and said at least one name and address of a retailer by querying, using said region data, a database from a server of said remote Web site.

39. (New) The system according to claim 36 further comprising:

means for transmitting from said client computer to said Web site of said manufacturer selection data indicating selection of said at least one manufacturer incentive;

means for transmitting from said Web site of said manufacturer to said remote site said selection data;

means for transmitting from said remote site to said Web site of said manufacturer details of the selected at least one manufacturer incentive; and

means for transmitting from said Web site of said manufacturer to said client computer said details.

40. (New) A computer network implemented system comprising:

means for transmitting from a client computer over the Internet to a Web site of a retailer a request for manufacturer incentives to purchase one of a product and a service offered by a manufacturer;

means for, in response to receipt of said request at said Web site of said retailer, transmitting said request from said Web site of said retailer over the Internet to a remote Web site;

means for, in response to receipt of said request at said remote site, transmitting from said remote site over the Internet to said Web site of said retailer a list of manufacturer incentives; and

means for, in response to receipt of said manufacturers incentives at said Web site of said retailer, transmitting over the Internet to said client computer said list of manufacturers incentives.

41. (New) The system according to claim 40 further comprising:

means for transmitting a user identification from said Web site of said retailer over the Internet to said remote Web site in association with said request; and

means for determining manufacturer's incentives to transmit from said remote Web site to said Web site of said retailer based upon said user identification.

42. (New) The system according to claim 40 further comprising means for transmitting from the client computer over the Internet to the Web site of the retailer region data.

43. (New) The system according to claim 42 wherein said region data is postal code data.

44. (New) A computer network implemented system comprising:

means for transmitting shelf tag data used to generate printed price shelf tags and cross-reference data for current retailer specials to purchase one of a product and a service offered by a retailer to a remote site;

means for reformatting said shelf tag data and cross-reference data for input into a retailer specials database; and

means for updating said retailer specials database with said reformatted data.

45. (New) The system according to claim 44 wherein said means for transmitting comprises means for transmitting over the Internet.

46. (New) A computer network implemented system comprising:

means for transmitting from a client computer over the Internet to a remote Web site manufacturer incentive data defining manufacturer incentives to purchase one of a product and a service offered by a manufacturer; and

means for updating a manufacturers incentives database storing data defining manufacturers incentives with said manufacturer incentive data.

47. (New) A computer network implemented system comprising:

means for transmitting from a commercial Web site to a client computer a Web page containing an advertisement banner for an incentive to purchase one of a product and a service offered by one of a manufacturer and a retailer;

means for transmitting from said client computer over the Internet to said commercial Web site a request for said incentive advertised in said banner;

means for transmitting from said commercial Web site over the Internet to a remote Web site a request for said incentive;

means for transmitting from said remote Web site to said commercial Web site said incentive; and



means for transmitting from said commercial Web site over the Internet to said client computer said incentive.

48. (New) A computer program product for implementing on a network a method comprising the steps of:

in response to receiving at a Web site of a manufacturer a request for manufacturer incentives to purchase one of a product and a service offered by a manufacturer transmitted from a client computer over the Internet, transmitting region data from a Web site of said manufacturer over the Internet to a remote Web site;

in response to receipt of region data at said manufacturer's Web site, transmitting from said remote Web site to said Web site of said manufacturer at least one manufacturer incentive and at least one name and address of a retailer; and

transmitting from said Web site of said manufacturer over the Internet to said client computer said at least one manufacturer incentive and said at least one name and address.

49. (New) A computer program product for performing a computer network implemented method comprising the steps of:

in response to receipt of a request for manufacturer incentives to purchase one of a product and a service offered by a manufacturer transmitted from a client computer over the Internet to a Web site of a retailer, transmitting said request from said Web site of said retailer over the Internet to a remote Web site;

in response to receipt of said request at said remote site, transmitting from said remote site over the Internet to said Web site of said retailer a list of manufacturer incentives; and

in response to receipt of said manufacturers incentives at said Web site of said retailer, transmitting over the Internet to said client computer said list of manufacturers incentives.--.

### REMARKS

Favorable consideration of the present application in light of the above amendment and in light of the following discussion is respectfully requested.

Claims 24-49 are presently active in the case, with Claims 1-23 cancelled and with Claims 24-49, corresponding to cancelled Claims 24-49 of parent case 08/873,974, now pending, but written to define the term "incentive," added, by way of the present amendment, without the introduction of new matter (see, e.g., Claims 24-49 of parent case 08/873,974, now pending).

In a previous Office Action in the parent case, (i) Claims 44-46 were rejected under 35 U.S.C. §102(b) based on public use or sale of the invention on a basis of the initial launching of "Supermarkets Online" (SMO); and (ii) Claims 24-31, 35-43 and 46-49 were rejected under 35 U.S.C. §103(a) as being unpatentable over the initial launching of SMO.

First, Applicants wish to thank Examiner Caudle and Primary Examiner Stamber for the personal interview in the parent case on January 20, 2000 with Applicants' representatives. During the interview, (i) the filing of Claims 24-49 in a continuation; and (ii) amending the specification in the parent case so as to make the parent case a continuation-in-part (CIP) of co-pending U.S. Patent Application serial number 08/622,685, now issued as U.S. Patent 5,970,469 (i.e., corresponding to the initial launch of SMO) were discussed. An agreement was reached that such course of action would place the parent case in condition for allowance, pending further search and/or consideration.

However, due to recent changes in the Patent Law, effective on November 29, 1999, the filing of a continuation application herewith obviates the need to amend the specification so as to make the present application a continuation-in-part (CIP) of co-pending U.S. Patent Application serial number 08/622,685, now issued as U.S. Patent 5,970,469. Specifically,

according to the new law, the filing of a continuation application will remove U.S. Patent 5,970,469 a 35 U.S.C. §102(e)/§103 prior art, since the inventors of U.S. Patent Application serial number 08/622,685, now issued as U.S. Patent 5,970,469 and the present invention were under a common duty to assign at the time each invention was filed. Accordingly, there is no need to amend the specification so as to make the present application a continuation-in-part (CIP) of co-pending U.S. Patent Application serial number 08/622,685, now issued as U.S. Patent 5,970,469.

Applicants submit that the present amendment (i) cancels Claims 1-23 and (iii) adds new Claims 24-49, corresponding to cancelled Claims 24-49 of parent case 08/873,974, now pending, but written to define the term “incentive,” and places the present case in condition for allowance, pending further search and/or consideration. Applicants submit that no new matter is introduced by way of the present amendment (see, e.g., Claims 24-49 of parent case 08/873,974, now pending).

Applicants submit that present independent claims and claims dependent therefrom are patentably distinguishable over the previously applied references, taken alone or in combination, based on the following discussion.

Applicants submit that the previously applied references, taken alone or in combination, fail to teach or suggest the method, system and computer readable medium for manufacturer incentives to purchase one of a product and a service offered by a manufacturer and/or retailer incentives to purchase one of a product and a service offered by a retailer, as recited in the independent claims.

Applicants submit that the above-noted features are neither taught nor suggested by the initial launch of SMO, alone or in combination with references such as Allsop et al. Applicants submit that although Allsop et al teach a web site providing hyperlinks to

authorized dealer sites, the initial launch of SMO, alone or in combination with Allsop et al, fail to teach or suggest the noted features of the claimed invention.

Applicants submit that the claimed invention advantageously provides an improved method, system and computer readable medium for distributing product incentives to consumers over a communication network, as compared to conventional methods and systems.


Applicants submit that the initial launch of SMO, alone or in combination with Allsop et al, fail to teach or suggest the noted features of the claimed invention.

Based on the above discussion, Applicants submit that the independent claims and claims dependent therefrom are patentably distinguishable over the previously applied references, taken alone or in combination.

Consequently, in view of the present amendment, no further issues are believed to be outstanding in the present application. The present application is believed to be in condition for formal allowance. An early and favorable action is therefore respectfully requested.

Respectfully submitted,

OBLON, SPIVAK, McCLELLAND,  
MAIER & NEUSTADT P.C.



Carlos R. Villamar  
Registration No. 43,224

Crystal Square Five - Fourth Floor  
1755 Jefferson Davis Highway  
Arlington, Virginia 22202  
(703) 413-3000  
Fax #: (703) 413-2220  
I:\atty\CRV\7791\77910103.pre; RAN:CRV/crv

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## SYSTEM AND METHOD FOR DISTRIBUTING INFORMATION THROUGH COOPERATIVE COMMUNICATION NETWORK SITES

### BACKGROUND OF THE INVENTION

5

This invention relates generally to systems for delivering promotional and other information to consumers who shop in retail establishments and, more particularly to systems for delivering incentives and related information to consumers via a computer network that links the consumers to network sites provided by product retailers and by product manufacturers. The invention is disclosed in the context of the supermarket packaged goods industry, but it will be appreciated as this description proceeds that the invention also has application in other contexts.

In the packaged goods industry, a relatively small number of major manufacturers supply goods to a much larger number of retailers throughout the country. Both the manufacturers and the retailers have a need to communicate to consumers with respect to currently offered "special" or "deal" items that are available in selected areas. The goals of the manufacturers and retailers in this regard are similar and sometimes overlapping, but are not usually identical. Manufacturers may wish to offer incentives in the form of discount coupons, rebates, free samples, contests, sweepstakes and so forth, and may also wish to distribute product information, recipes, questionnaires and surveys, audio messages, and other forms of advertising. Retailers, on the other hand, may wish to offer price markdowns for specific manufacturers' products, or may also wish to distribute advertising information pertaining to the retailers' special features being offered. Manufacturers' offers are typically national in scope, whereas retailers' specials are generally local to a specific geographical region.

There is a trend toward the establishment of Internet sites by both manufacturers and retailers of packaged goods. Each such site or "Web page" provides a wealth of information about a specific manufacturer or retailer, and also provides an alternative way of distributing incentive and advertising information to consumers who also have access to a computer network. Traditional channels for the distribution of

incentive offers and other forms of advertising are the newspaper, magazine, television and radio media. Of these, the print media provide the most common and familiar way of distributing advertising and incentives in the form of discount coupons, free samples, and the like. Discount coupons may also be distributed in retail stores, either from kiosks  
5 or at the checkout stand in response to the consumer's purchase of some preselected item or items. The latter technique is well documented in prior patents issued to the same assignee as the present application; e.g., U.S. Pat. No. 4,723,212, "Method and Apparatus for Dispensing Discount Coupons."

Although a consumer may locate any manufacturer's offers or retailer's  
10 product "specials" by exploring each of the manufacturers' and retailers' computer Web sites, most consumers will not have ready access to all of these sites and will not normally be motivated to search for special product deals or other promotions in this manner. One possible solution is to provide a central cooperative network site having a database of retailer specials and manufacturer offers. Once connected to the cooperative  
15 site, the consumer can locate retailer specials and manufacturer offers available in a selected geographical area, designated by postal code. A drawback to this approach is that establishment and maintenance of the cooperative site must be well advertised to attract a large number of consumers, but retailers and manufacturers are understandably reluctant to promote a cooperative central site that will potentially provide consumers  
20 with information about competitive retailers or competitive manufacturers' products. Accordingly, there has been a trend toward the establishment of independent network sites for both manufacturers and retailers. While this trend is understandable, since it addresses the need for each manufacturer to provide information about its own products, and for each retailer to identify its own special deals, an arrangement of multiple,  
25 completely independent network sites for manufacturers and retailers does not efficiently deliver information to a large number of consumers.

It will be appreciated, therefore, that there is still need for improvement in the manner in which incentives, promotions and other information are delivered to consumers outside of the environment of a retail store. The present invention addresses  
30 this need.

## SUMMARY OF THE INVENTION

The present invention resides in a method and system for delivering product offers and related information to consumers over a communication network.

5 Briefly, and in general terms, the method of the invention comprises the steps of storing the conditions of manufacturer offers, pertaining to multiple product manufacturers, in a database associated with a cooperative communication network site; storing the conditions of retailer special deals, pertaining to multiple retailers, in the database associated with the cooperative communication network site; and providing information  
10 from the database to a consumer in response to a consumer request made from a consumer communication node connected to the communication network, but without regard for whether the consumer communication node is logged in to the cooperative communication site, or to a retailer or manufacturer network site, or to another independently administered network site.

15 In the context of the present invention, the terms "log in" or "log on" mean connecting to, or simply viewing, a selected server site. When "logging in" to a server site, a consumer may also supply requested information to the site, but not necessarily.

More specifically, the step of providing information from the database  
20 includes receiving a query from a consumer logged in to a network site of a manufacturer; then, in response to the query from the consumer, providing a geographically limited list of retailers having special deals pertaining to product offers made by the manufacturer. The next steps of the method are receiving offer selection data from the consumer through the manufacturer network site, and either transmitting details of the  
25 selected offers to the manufacturer network site for use by the consumer, or linking the consumer directly to a selected retailer network site to view the available offers.

Alternatively, the method may include receiving a query from a consumer logged in to a network site of a retailer; then, in response to the query from the consumer, providing a list of manufacturer offers available at the retailer; and later  
30 receiving offer selection data from the consumer through the retailer network site, and

transmitting details of the selected offers to the retailer network site for use by the consumer. The step of providing manufacturer offers may further include targeting offers based on consumer demographic data or personal preferences previously established by the consumer, and including in the provided manufacturer offers at least some that are  
5 specific to the consumer who made the query, based on the consumer's profile. Further, the targeted offers may be formatted into a personal page produced specifically for the consumer based on his or her personal preferences. The step of providing manufacturer offers may also include receiving from the consumer an identification code used by the consumer in making retail purchases; using the consumer identification code to target  
10 incentives based on the consumer's prior shopping behavior; and including in the provided manufacturer offers at least some that are specific to the consumer who made the query, based on the retrieved information pertaining to the consumer's prior shopping behavior.

In accordance with another aspect of the invention, the method further  
15 includes receiving the consumer's a postal code; and using the consumer's postal code to customize the information provided to the consumer's local geographical area. The postal code provides a key to access internal or external sources of geo-demographic data, from which targeted information can be generated for transmission to the consumer.

The invention may also be defined as an interactive communication system  
20 for distributing information to consumers through a communication network sites having at least one manufacturer communication network site, administered by a manufacturer of products sold to consumers through retailers, and at least one retailer communication network site, administered by a retailer of products purchased from manufacturers and  
25 sold to consumers. The interactive communication system comprises a cooperative communication network site including a database containing information pertaining to manufacturer offers to consumers and retailer special deals for consumers; at least one consumer communication node connected to the communication network and logged in to a communication network site selected from the manufacturer site, the retailer site and  
30 the cooperative site; means at the cooperative communications node, for receiving a



consumer request made through the consumer communication node, even if the consumer node is not logged in to the cooperative communication site directly; means at the cooperative communication node, for responding to the consumer request by providing product offer information stored in the database; and means installed at cooperating  
5 manufacturer and retailer sites, for providing communication linkage between the cooperative communication node and a consumer node logged in to one of the manufacturer or retailer sites, whereby the consumer node receives the product offer information as if logged in directly to the cooperative communication node.

More specifically, in the interactive communication system the means for  
10 responding to a consumer request includes means, operative when the request is made through a manufacturer site, for transmitting a list of retailers having special deals pertaining to product offers made by the manufacturer associated with the site through which the request was connected. Alternatively, the means for responding to a consumer request includes means, operative when the request is made through a retailer site, for  
15 transmitting a list of manufacturer offers available at the retailer associated with the site through which the request was connected. The manufacturer offers may be targeted or non-targeted. In one embodiment of the invention, for generating targeted offers, the means for transmitting a list of manufacturer offers includes a consumer-specific database for use in selecting offers based on consumer demographic data, or on product  
20 preferences expressed by the consumer, or on past shopping activity of the consumer.

Another aspect of the invention may be defined as a method for distributing purchase incentives to consumers over a communication network, comprising the steps of storing data pertaining to purchase incentives in a database associated with a purchase incentive server site coupled to the network; and, for at least one purchase  
25 incentive, displaying an advertising banner on at least one independent commercial network site, for viewing by consumers; and, in response to selection of the banner by a consumer logged in to the independent commercial network site, providing a purchase incentive directly to the consumer for viewing and printing, whereby the consumer can obtain a selected product incentive directly while logged in to the commercial site. More  
30 specifically, this method is used in a presently preferred embodiment of the invention to

1 distribute manufacturer product purchase incentives to consumers. The method may also  
2 include the step of conditioning the step of providing a product purchase incentive on  
3 receipt of registration information from the consumer. Thus, as in the distribution of  
4 offers described above, distribution of incentives using the advertising banner may also  
5 be targeted or non-targeted. Non-targeted distribution means that an incentive or other  
6 information is distributed without regard to who the consumer is or where the request  
7 for information originates. Targeted distribution may be conditioned on demographic  
8 data, consumer profile data provided by the consumer, or consumer purchasing behavior.  
9 In addition, targeted distribution resulting from use of an advertising banner may also  
10 make use of the identity of the commercial site from which the banner was selected. In  
11 other words, an offer may be conditioned in some way on the identity of the commercial  
12 site that the consumer was connected to when the request was made using the advertising  
13 banner. For example, a consumer connected to a retailer site may be treated differently  
14 from a consumer connected to a non-retailer site.

15           It will be appreciated from the foregoing that the present invention  
16 represents a significant advance in techniques for distribution of information to  
17 consumers using a communication network. In particular, the invention, provides for the  
18 distribution of information in response to consumer requests, regardless of whether the  
19 requests are made while logged in to a manufacturer network site, a retailer network  
20 site, or a cooperative network site, or another third-party site. The invention also  
21 encompasses the distribution of purchase incentives directly to a consumer who logs in  
22 to an independent commercial site and selects a banner advertising a specific product  
23 incentive. Other aspects and advantages of the invention will become apparent from the  
24 following more detailed description, taken in conjunction with the accompanying  
25 drawings.

### BRIEF DESCRIPTION OF THE DRAWINGS

26           FIG. 1 is block diagram illustrating the interconnection of multiple  
27 computer networking sites in accordance with the present invention;  
28  
29  
30

FIG. 2 is a flowchart depicting a typical interaction between the interconnected network sites and a consumer logged in to a manufacturer network site;

FIG. 3 is a flowchart depicting a typical interaction between the interconnected network sites and a consumer logged in to a retailer network site;

5        FIG. 4 is block diagram showing three techniques for maintaining a database of retailer specials at a cooperative network site;

FIG. 5 is a block diagram showing two techniques for maintaining a database of manufacturer offers at a cooperative network site;

10       FIG. 6 is a block diagram showing a menu structure presented to a consumer using a personal page feature; and

FIG. 7 is a block diagram showing implementation of a "value banner" to provide an offer or incentive directly to a consumer.

#### **DESCRIPTION OF THE PREFERRED EMBODIMENTS**

15

As shown in the drawings for purposes of illustration, the present invention pertains to an interconnected system of networked sites, and a method for its use, for efficient delivery of manufacturer offers and retailer "specials" to consumers accessing the interconnected system through a computer or similar device. Prior to this invention, a consumer with communication network access would have to access an appropriate site in order to obtain manufacturer offer information or retailer special deal information. More specifically, the consumer would need to know the network addresses for all of the manufacturers whose offers were of interest to the consumer, and the network addresses of all of the retailers whose special deals were of interest. Alternatively, the consumer could access the desired information by direct access to a cooperative site containing all the manufacturer and retailer information.

20       In accordance with the invention, a database of manufacturer offers and retailer special deals is maintained at a cooperative network site and consumers can access at least a subset of the data in the database from any manufacturer or retailer network site. Thus it makes little or no difference which site, of many manufacturer and

25       30

retailer sites, that the consumer is logged in to when initiating a request. The consumer may also request and receive manufacturer offer data and retailer special deal data directly from the database at the cooperative site. Use of the invention, therefore, results in exposure of the manufacturer offers and retailer special deals to many more  
5 consumers than in the past. These and other aspects of the invention will now be described in more detail.

As shown in FIG. 1, the invention is implemented in the environment of a computer communication system, such as the Worldwide Web, in which multiple computer systems, referred to as Web sites, are interconnected through a complex set  
10 of communication links. As is well known, consumers may connect to the Web through personal computers and access information at a variety of selected Web sites. In network terminology, computer systems at a Web site are also referred to as servers, since they "serve" data to another computer that requests the information. The requesting computer is then referred to as the "client." Web sites that are pertinent to the present invention  
15 include multiple manufacturer sites, indicated by reference numeral 10, multiple retailer sites 12, and a cooperative server 14, the latter being referred to in the drawings and in this description as the SMO (SuperMarkets Online) Web server. As will be explained in more detail, the SMO server 14, maintains associated database files that may be conveniently categorized as manufacturer offers 16 and retailer specials 18. The SMO  
20 server 14 also has access to a graphics library 20 for use in communicating data to the manufacturer or retailer sites 10 and 12.

The comments linking the manufacturer site 10 with the SMO server 14 illustrate a typical dialog between a consumer logged in to a manufacturer site and the SMO server. First, the consumer requests a list of retailers (in the consumer's area) that  
25 have any manufacturer offers from this particular manufacturer. The SMO server 14 delivers a list offers and a list of retailer names and locations to the manufacturer site 10, which makes these lists immediately available to the consumer, through a Web browser on the consumer's personal computer. The SMO server 14 may also provide links to the listed retailer sites for the consumer to use. The consumer may then select  
30 from among the offers and transmit the selections back to the SMO server 14. Finally,

the SMO server 14 delivers details of the selected offer or offers back to the consumer on the manufacturer site 10.

If the consumer logs in to a retailer site 12, a similar dialog takes place, but may also use the concept of a "personal page" for the consumer. The personal page, indicated diagrammatically at 22, is a consumer-specific profile that the consumer may optionally provide at the SMO server site 14, either by logging in directly to the SMO server or by logging in indirectly through a retailer site 12. In the personal page, the consumer list various shopping preferences, which permit the SMO server 14 to provide manufacturer offers that are more specific to those preferences. In the illustrative dialog shown in FIG. 1, the consumer first logs in to his or her personal page through the retailer site 12 and requests manufacturer offers. The SMO server 14 delivers a list of targeted or non-targeted manufacturer offers to the consumer, through the retailer site 12. The consumer selects from among the manufacturer offers, and the SMO servers delivers details of the selected offers to the consumer through the retailer server site. A performance recap pertaining to the activity with respect to retailer specials, is periodically transmitted to appropriate manufacturers, as indicated at 24.

FIG. 2 shows in more detail the operations performed at the manufacturer site 10 and the SMO server site 14. As shown in block 30, the consumer may select to have a retailer listing delivered, i.e., a list of retailers that handle the manufacturer's products. At the SMO site 14, the server checks, as indicated in block 32, to determine if the consumer's postal (ZIP) code has already been transmitted over the link from the manufacturer site 10. (At some manufacturer sites, the consumer may be asked to provide a ZIP code when logging in.) If not, the consumer is now asked to enter a ZIP code. If so, this step is bypassed. Once the ZIP code is obtained, the SMO site 14 queries the database 16 for a list of retailers in that ZIP code having offers from the manufacturer, as indicated in block 36. The SMO server 14 then formats a retailer list page, as indicated in block 38, and transmits this list page to the manufacturer site 10. This retailer list is displayed through the consumer's network browser, as indicated in block 40. The consumer selects a retailer, as indicated in block 42, and in response the SMO server 14 generates the complete offers from the database 16, as indicated in block

44. The selected offers are formatted on the Web page of the SMO site, as indicated in block 46, and this page is viewed and, optionally, printed by the consumer as indicated in block 48, using standard features of the consumer's network browser.

FIG. 3 shows in more detail the operations performed at the retailer site 12 and the SMO server site 14 when the consumer logs in at the retailer site. First the consumer requests a manufacturer offer listing from the retailer site, as indicated in block 50. The SMO server 14 checks, as indicated in block 52, to determine if a ZIP code has already been transmitted to the server. If not, the consumer is asked to submit a ZIP code, as indicated at 54. If so, this step is bypassed. Then the SMO server 14 checks the retailer database 18 for manufacturer offers accepted by the retailer, as indicated in block 56. A manufacturer offer list is formatted, as indicated in block 58, and displayed through the consumer's network browser, as indicated in block 60. The consumer may then select from among the offers, as indicated in block 62. The selected offers are then generated in detail from the database 18, as indicated in block 64, formatted on the server Web page, as indicated in block 66, and viewed or printed through the consumer's network browser, as indicated in block 68.

Operation of the cooperative site is, of course, dependent on maintenance of the manufacturer and retailer databases 16 and 18 with all of the current manufacturer offers and retailer specials. Options for maintaining the retailer data are shown in FIG. 4. Some retailers may choose to supply data on their special deals, and related graphics data, on a diskette or some other storage medium, as indicated in block 70. Data in this form is reformatted by the administrator of the SMO server 14, as indicated in block 72, and input to the database 18 and 20. Other retailers may be in a better position to supply update data in the form of shelf tag data 74 that they also use to generate printed price shelf tags for their stores, together with cross-reference data 76 needed to complete the current retailer specials data updates. These data would also need to be reformatted, as indicated in block 78, and input to the databases 18 and 20. Another approach for inputting retailer specials data is for the retailer to input the data through an Internet input screen, as indicated at 80, the contents of which are transmitted onto the Internet 82 and downloaded by the SMO server 14 in order to update the databases 18 and 20.

FIG. 5 shows how manufacturers input update data to the manufacturer offer database 16. In one approach, the manufacturer supplies the data on input forms 90, which are entered at the SMO site 14, as indicated at 92, and transmitted to the databases 16 and 20 by means of an update program 94 executed at the SMO site.

5 Alternatively, the manufacturer may enter offer data through an Internet form, as indicated at 96, and the SMO server 14 then downloads the manufacturer data from Internet and updates the databases 16 and 20.

When a consumer agrees to the establishment of a personal page, he or she may access the page after logging in to a retailer site 12 or the cooperative site 14, using an appropriate password or other security feature, and will then encounter a menu structure similar to the one shown in FIG. 6. First an introductory page 100 is presented and the consumer will be offered multiple further choices on a displayed "tool bar," as indicated on the upper row of blocks in FIG. 6. Each tool bar button takes the consumer to a succession of functions, as indicated by the columns of blocks in the figure. The tool bar options include selecting from among product offers 102, selecting retailer specials 104, making a personal list of products 106, proceeding to "final checkout" 108, selecting one or more available recipes 110, and selecting product information 112.

When product offers are selected (column 102), the consumer may choose from a list of product offers and place the selections in a shopping list, which is printed as the consumer selects the "final checkout" procedure. Similarly, when retailer specials are selected (column 104), the consumer may choose from a list of retailer specials and add these to the shopping list. If the "list maker" is selected (column 106), the consumer may choose a product category, then a sub-category, then a product within the sub-category, which is added to the consumer's shopping list. Similarly, recipes (column 110) and product information (column 112) may be selected and added to the consumer's shopping list. The final checkout function (column 108) allows the consumer to select a retailer and print a final shopping list to take to the store.

As it pertains to the present invention, the personal page feature, presents the consumer with manufacturer offers and retailer specials that are personalized as a result of the consumer's having used the personal page to better define his or her

shopping preferences. The lists of manufacturer offers and retailer specials may also be personalized as a result of the consumer's prior shopping activity. As a result, the personal page allows the presentation of product offers and retailer specials to be focused on individual consumers, based on their shopping preferences expressed in the personal page or by prior shopping activity.

The system specifics for gathering shopping activity data will depend on various design details. In brief, the shopping behavior of consumers is routinely tracked if the consumers provide some form of unique identification during purchase transactions, such as a check-cashing card, a magnetically encoded check, a frequent shopper card, or other form of identification. The purchase of any number of items can then be associated with the specific consumer id., and a systems administrator maintains a database of consumer purchase histories. When a consumer logs in to the system, he or she may voluntarily supply the consumer id. used for in-store purchases. The consumer may be rewarded in some manner for supplying this information. The consumer id. will be used for all subsequent sessions in which the consumer logs in to the site. Once the linkage is established, the consumer purchase history data or targeted incentives needed to support this capability of the invention is transferred from the shopper purchase history system to the on-line system of the present invention, so that, when the consumer visits the site, a targeted incentive may be delivered based on a selected event, or a combination of events, in the consumer's past shopping history.

It will be understood that each of the cooperating retailer and manufacturer sites 12 and 10 must be appropriately designed or modified to provide the necessary linkages to the cooperative (SMO) site 14 for consumers logging in to those sites. Specifically, when a consumer logs in to a manufacturer site 10 looking for a specific product, the manufacturer site obtains from the cooperative site a list of retailers that carry this product, and presents the list to the consumer. The manufacturer site 10 further interacts with the consumer to obtain his or her selection of offers and then presents the details of these offers to the consumer, who remains unaware that the data are being supplied from the cooperative site. Similarly, each cooperating retailer site must present the consumer with a list of manufacturer offers obtained from the



cooperative site 14, and then present details of the selected offers to the consumer. Again, the consumer remains unaware that the data are being supplied from the cooperative site.

5 The cooperative networking aspect of the invention is enhanced by use of the personal page feature made available to consumers who log in to the cooperative site 14 or to a retailer site 10. The personal page, which is a feature that is invoked only at the option of the consumer, provides a mechanism for the SMO server 14 to generate more focused or personalized manufacturer offers. Once a consumer consents to the establishment of a personal page by supplying requested personal, demographic or other  
10 information, the SMO server 14 maintains a database for the specific consumer, including the consumer's personal preferences for products, as expressed by the consumer when requested, or as indicated by the consumer's prior shopping activity. In accordance with this aspect of the present invention, a consumer who has logged in to the system is asked to supply a consumer id. or code used for in-store purchases. The  
15 consumer id. may be a check-cashing card number, or other form of identification that allows the system to access the consumer's purchasing history, and then select one or more manufacturer's offers based on some aspect of the consumer's prior shopping history. The selected offer or offers are transmitted to the consumer in response to a request for a list of manufacturer offers available at a particular retailer.

20 In accordance with another important aspect of the invention, product incentives or other promotional information can be delivered directly to a consumer logged in to any commercial site, such as a manufacturer's or retailer's site, through use of a "banner" displayed at that site. The banner provides an effective "short-cut" to the promotional information or incentive offer advertised in the banner. The consumer does  
25 not need to browse through a list of offers or first find a list of retailers. He or she visits a commercial Web site, as indicated at 120 (FIG. 7), and simply "clicks" on the banner, as indicated in block 122. The banner typically advertises a single product incentive. This action automatically links the consumer to the SMO server site (14, FIG. 1), which provides the incentive to the consumer. Although the incentive could be provided  
30 unconditionally, in the presently preferred embodiment of the invention the "banner"

feature provides incentives only to consumers who have registered as "members." Thus the SMO server first checks to determine if the consumer making the request is a member, as indicated in block 124. This determination can be made using any of various available techniques, such as checking the consumer's electronic mail address. Another  
5 technique is to make use of a "cookie," which is a small data record stored by the server in the consumer's computer, to help identify or provide information about the consumer on subsequent connections to the same site. If the consumer is not a member, he or she is asked to provide a name, address, and a limited amount of demographic information, as indicated in block 126. Optionally, the consumer may provide a frequent shopper card  
10 number. This information is then used to update the consumer profile database 128, as indicated in block 130. If the consumer is already registered, the steps of registration and profile updating (blocks 126 and 128) are bypassed. Availability of the promotion or incentive may also be conditioned on eligibility, based on demographic or other consumer profile targeting parameters, as indicated in block 132. Finally, the incentive,  
15 in the form of a coupon or savings ticket, is displayed on the consumer's computer display, as indicated in block 134. The savings ticket is a document or record providing evidence that the consumer visited the site and qualified for an award. The savings ticket, which may also be described as a token, may also be printed, or recorded electronically or otherwise by the consumer, as indicated in block 136. At the end of this  
20 processing, the consumer is returned to the original commercial site from which the "banner" request was made, as indicated in block 138.

It will be appreciated from the foregoing that the present invention represents a significant advance in systems for the delivery of shopping offers, incentives and other information through a communication network, such as the Worldwide Web.  
25 In particular, the cooperative interconnection of manufacturer sites, retailer sites and a cooperative site allows consumers to review and select product offers regardless of whether logged in to a manufacturer site, a retailer site or the cooperative site. It will also be appreciated that, although a specific embodiment of the invention has been described for purposes of illustration, various modifications may be made without  
30 departing from the spirit and scope of the invention. Accordingly, the invention should

not be limited except as by the appended claims.

## CLAIMS

### We claim:

- 1                   1. A method for distributing product offers and other information to  
2 consumers over a communication network, comprising the steps of:  
3                   storing the conditions of manufacturer offers, pertaining to multiple  
4 product manufacturers, in a database associated with a cooperative communication  
5 network site;  
6                   storing the conditions of retailer special deals, pertaining to multiple  
7 product retailers, in the database associated with the cooperative communication network  
8 site; and  
9                   providing information from the database, to a consumer in response to a  
10 consumer request made from a consumer communication node connected to the  
11 communication network, but without regard for whether the consumer communication  
12 node is logged in to the cooperative communication site or to a retailer or manufacturer  
13 network site, or another independently administered site.
- 1                   2. A method as defined in claim 1, wherein the step of providing  
2 information from the database includes:  
3                   receiving a query from a consumer logged in to a network site of a  
4 manufacturer;  
5                   in response to the query from the consumer, providing a geographically  
6 limited list of retailers having special deals pertaining to product offers made by the  
7 manufacturer;  
8                   receiving retailer selection data from the consumer through the  
9 manufacturer network site; and  
10                  transmitting details of the selected offers to the manufacturer network site  
11 for use by the consumer.

1                   3. A method as defined in claim 1, wherein the step of providing  
2 information from the database includes:  
3                   receiving a query from a consumer logged in to a network site of a  
4 manufacturer;  
5                   in response to the query from the consumer, providing a geographically  
6 limited list of retailers having special deals pertaining to product offers made by the  
7 manufacturer;  
8                   receiving retailer selection data from the consumer through the  
9 manufacturer network site; and  
10                  linking the consumer directly to a selected retailer network site to view  
11 available offers.

1                   4. A method for distributing product offers and other information to  
2 consumers over a communication network, comprising the steps of:  
3                   storing the conditions of manufacturer offers, pertaining to multiple  
4 product manufacturers, in a database associated with a cooperative communication  
5 network site; and  
6                   providing information from the database, to a consumer in response to a  
7 consumer request made from a consumer communication node connected to the  
8 communication network, but without regard for whether the consumer communication  
9 node is logged in to the cooperative communication site or to a retailer or manufacturer  
10 network site, or another independently administered site.

1                   5. A method as defined in claim 4, wherein the step of providing  
2 information from the database includes:  
3                   receiving a query from a consumer logged in to a network site of a  
4 retailer;  
5                   in response to the query from the consumer, providing a list of  
6 manufacturer offers available at the retailer;  
7                   receiving offer selection data from the consumer through the retailer

8 network site; and  
9 transmitting details of the selected offers to the retailer network site for  
10 use by the consumer.

1 6. A method as defined in claim 5, wherein the step of providing  
2 manufacturer offers includes:  
3 retrieving a personal page of consumer preferences previously established  
4 by the consumer; and  
5 including in the provided manufacturer offers at least some that are  
6 specific to the consumer who made the query, based on information retrieved in the  
7 consumer's personal page.

1 7. A method as defined in claim 5, wherein the step of providing  
2 manufacturer offers includes:  
3 receiving from the consumer an identification code used by the consumer  
4 in making purchases;  
5 using the consumer identification code to retrieve information pertaining  
6 to the consumer's prior shopping behavior; and  
7 including in the provided manufacturer offers at least some that are  
8 specific to the consumer who made the query, based on the retrieved information  
9 pertaining to the consumer's prior shopping behavior.

1 8. A method as defined in claim 5, wherein the step of providing  
2 manufacturer offers includes:  
3 obtaining consumer-identifying data;  
4 retrieving information based on the consumer-identifying data; and  
5 including in the provided manufacturer offers at least some that are  
6 specific to the consumer who made the query, based on the retrieved information.

1                   9. A method as defined in claim 8, wherein the step of retrieving  
2 information includes retrieving demographic data pertaining to the consumer.

1                   10. A method as defined in claim 8, wherein the step of retrieving  
2 information includes retrieving customer profile data previously provided by the  
3 consumer.

1                   11. A method as defined in claim 8, wherein the step of retrieving  
2 information includes retrieving prior purchasing behavior data recorded on prior store  
3 visits by the consumer.

1                   12. A method as defined in claim 1, and further comprising:  
2 receiving the consumer's a postal code; and  
3 using the consumer's postal code to customize the information provided  
4 to the consumer's local geographical area.

1                   13. A method as defined in claim 4, and further comprising:  
2 receiving the consumer's a postal code; and  
3 using the consumer's postal code to customize the information provided  
4 to the consumer's local geographical area.

1                   14. An interactive communication system for distributing information to  
2 consumers through a communication network having at least one manufacturer  
3 communication network site, administered by a manufacturer of products sold to  
4 consumers through retailers, and at least one retailer communication network site,  
5 administered by a retailer of products purchased from manufacturers and sold to  
6 consumers, the interactive communication system comprising:  
7 a cooperative communication network site including a database containing  
8 information pertaining to manufacturer offers to consumers and retailer special deals for  
9 consumers;

10 at least one consumer communication node connected to the communica-  
11 tion network and logged in to a communication network site selected from the  
12 manufacturer site, the retailer site and the cooperative site;

13 means at the cooperative communications node, for receiving a consumer  
14 request made through the consumer communication node, even if the consumer node is  
15 not logged in to the cooperative communication site directly;

16 means at the cooperative communication node, for responding to the  
17 consumer request by providing product offer information stored in the database; and

18 means installed at cooperating manufacturer and retailer sites, for  
19 providing communication linkage between the cooperative communication node and a  
20 consumer node logged in to one of the manufacturer or retailer sites, whereby the  
21 consumer node receives the product offer information as if logged in directly to the  
22 cooperative communication node.

1 15. An interactive communication system as defined in claim 14, wherein:  
2 the means for responding to a consumer request includes means, operative  
3 when the request is made through a manufacturer site, for transmitting a list of retailers  
4 having special deals pertaining to product offers made by the manufacturer associated  
5 with the site through which the request was connected.

1 16. An interactive communication system as defined in claim 14, wherein:  
2 the means for responding to a consumer request includes means, operative  
3 when the request is made through a retailer site, for transmitting a list of manufacturer  
4 offers available at the retailer associated with the site through which the request was  
5 connected.

1 17. An interactive communication system as defined in claim 16, wherein:  
2 the means for transmitting a list of manufacturer offers includes a  
3 consumer-specific database for use in selecting offers based on product preferences  
4 expressed by the consumer.



1                   18. An interactive communication system as defined in claim 16, wherein:  
2                   the means for transmitting a list of manufacturer offers includes a  
3 consumer-specific database for use in selecting offers based on past shopping activity of  
4 the consumer.

1                   19. An interactive communication system as defined in claim 16, wherein:  
2                   the means for transmitting a list of manufacturer offers includes a  
3 consumer-specific database for use in selecting offers based on demographic data  
4 supplied by the consumer.

1                   20. A method for distributing purchase incentives to consumers over a  
2 communication network, comprising the steps of:  
3                   storing data pertaining to purchase incentives in a database associated with  
4 a purchase incentive server site coupled to the network;  
5                   for at least one purchase incentive, displaying an advertising banner on  
6 at least one independent commercial network site, for viewing by consumers; and  
7                   in response to selection of the banner by a consumer logged in to the  
8 independent commercial network site, providing a purchase incentive directly to the  
9 consumer for viewing and recording, whereby the consumer can obtain a selected  
10 product incentive directly while logged in to the commercial site.

1                   21. A method as defined in claim 20, and further comprising the steps of:  
2                   identifying the independent commercial network site from which selection  
3 of the advertising banner was made by the consumer; and  
4                   conditioning the step of providing a product purchase incentive on the  
5 identity of the independent commercial network site, wherein different product purchase  
6 incentives are provided depending on the identity of the independent commercial network  
7 site.

1                   22. A method for distributing product purchase incentives to consumers  
2 over a communication network, comprising the steps of:

3                   storing the conditions of manufacturer product purchase incentives,  
4 pertaining to multiple manufacturers' products, in a database associated with a product  
5 incentive server site coupled to the network;

6                   for at least one selected product purchase incentive, displaying a banner  
7 on at least one independent commercial network site, for viewing by consumers; and

8                   in response to selection of the banner by a consumer logged in to the  
9 independent commercial network site, providing a product purchase incentive to the  
10 consumer for viewing and recording, whereby the consumer can obtain product purchase  
11 incentives directly when logged in to the commercial site.

1                   23. A method as defined in claim 22, and further comprising the steps of:

2                   conditioning the step of providing a product purchase incentive on receipt  
3 of registration information from the consumer.

## **SYSTEM AND METHOD FOR DISTRIBUTING INFORMATION THROUGH COOPERATIVE COMMUNICATION NETWORK SITES**

### **ABSTRACT OF THE DISCLOSURE**

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Information pertaining to products made by manufacturers and sold to consumers through retailers, is distributed to consumers through a communication network that connects consumer communication nodes to a cooperative network site having an accumulation of information about manufacturer product offers and retailer special deals. A consumer can obtain selected items of this information without knowledge of how to reach the cooperative network site, by simply logging in to a manufacturer network site or to a retailer network site. At a manufacturer site, the consumer can obtain a list of local retailers carrying the manufacturer offers and can then select from among the offers and receive complete details of the selected offers. At a retailer site, the consumer can obtain a list of manufacturer offers available at the retailer stores in the consumer's area, and can then select from among the available offers and receive their complete details. An additional feature of the invention makes use of a consumer "personal page," which is an individualized database in which consumer shopping preferences are defined, both by information that the consumer expressly provides and by the consumer's past shopping activity. Use of the personal page allows the consumer to receive product offers that are more targeted to the individual consumer, thus saving the consumer time and effort. Another embodiment of the invention provides for distribution of a product purchase incentive directly to the consumer in response to his or her selection of an advertising banner displayed on an independent commercial network site.

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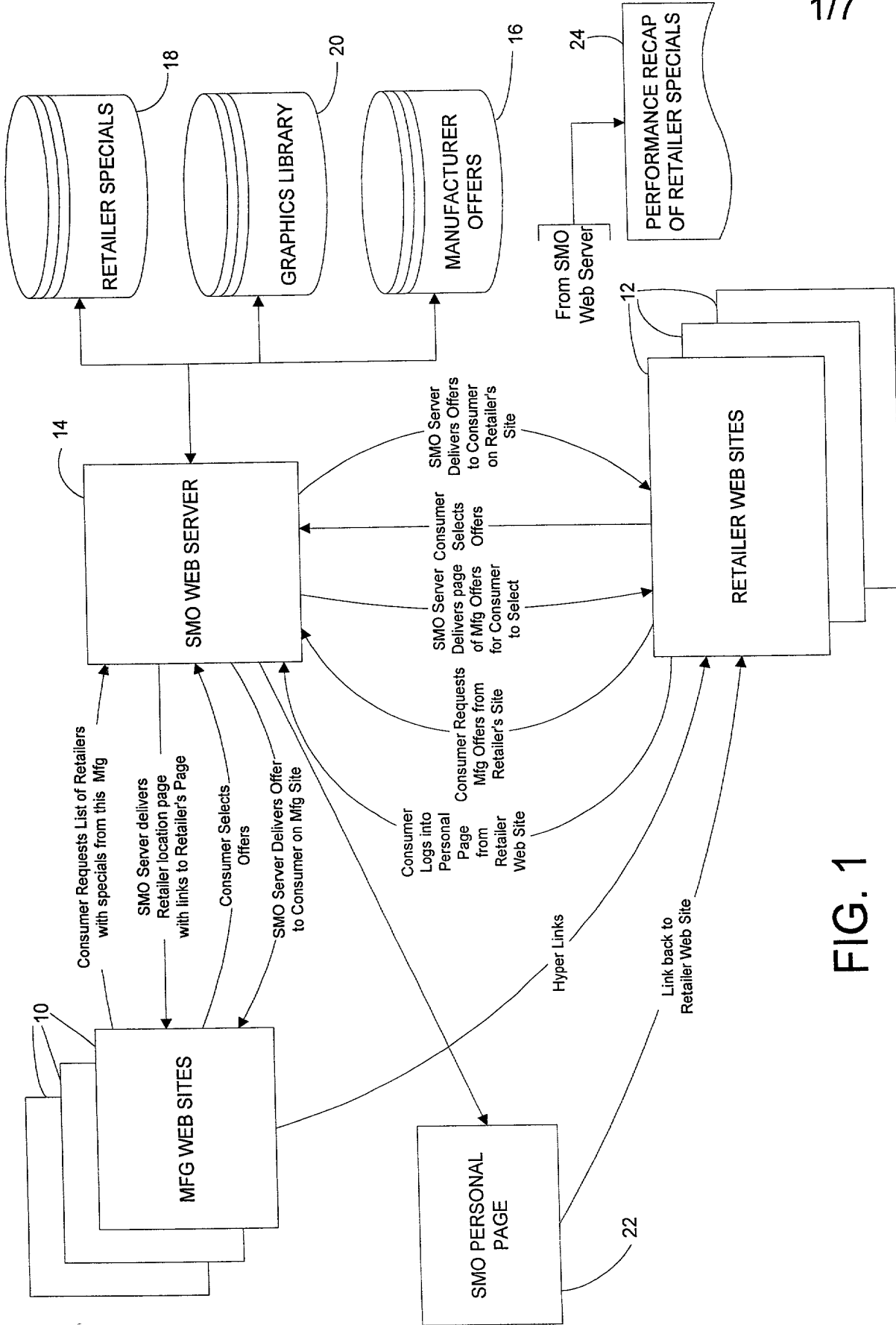


FIG. 1

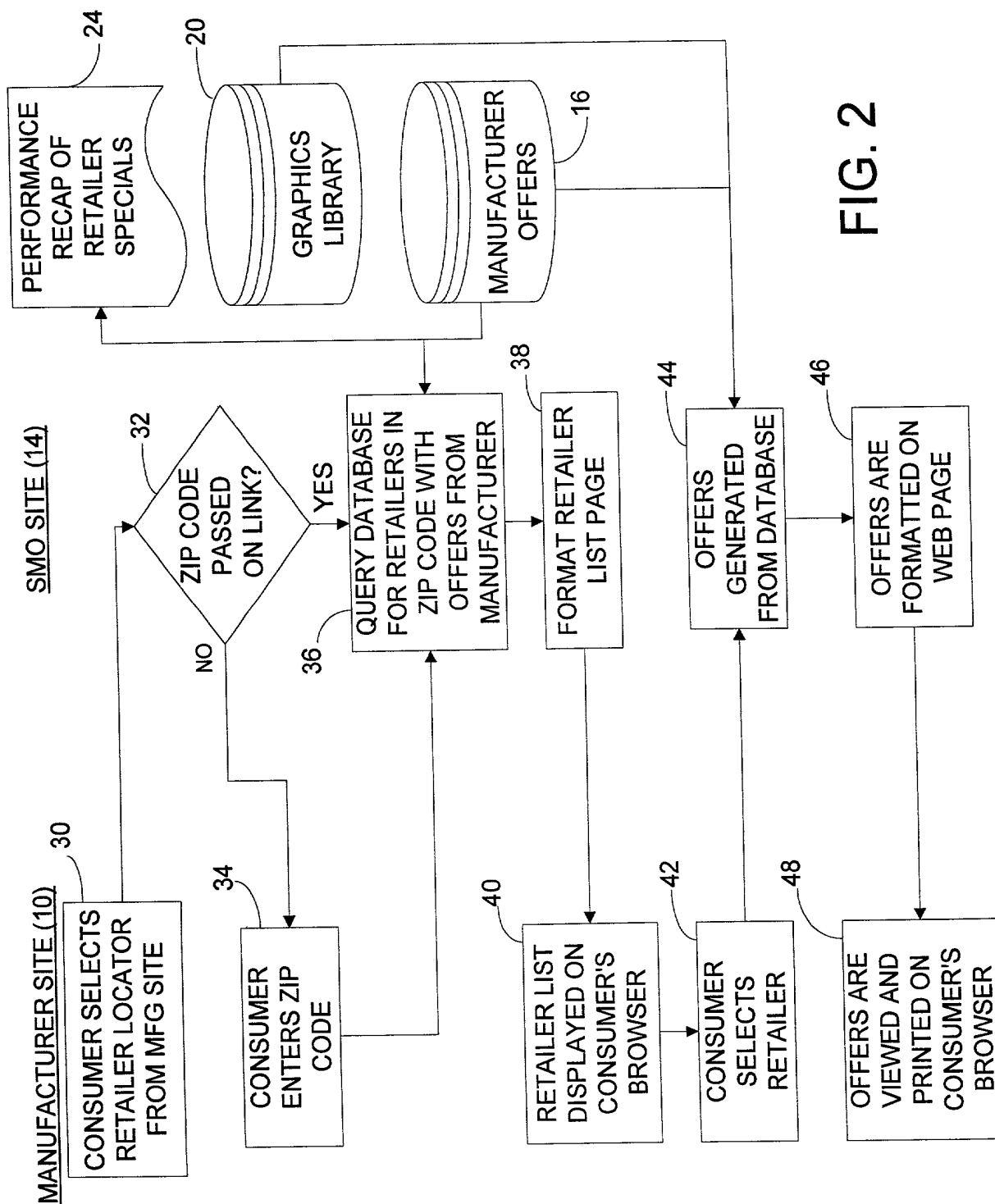
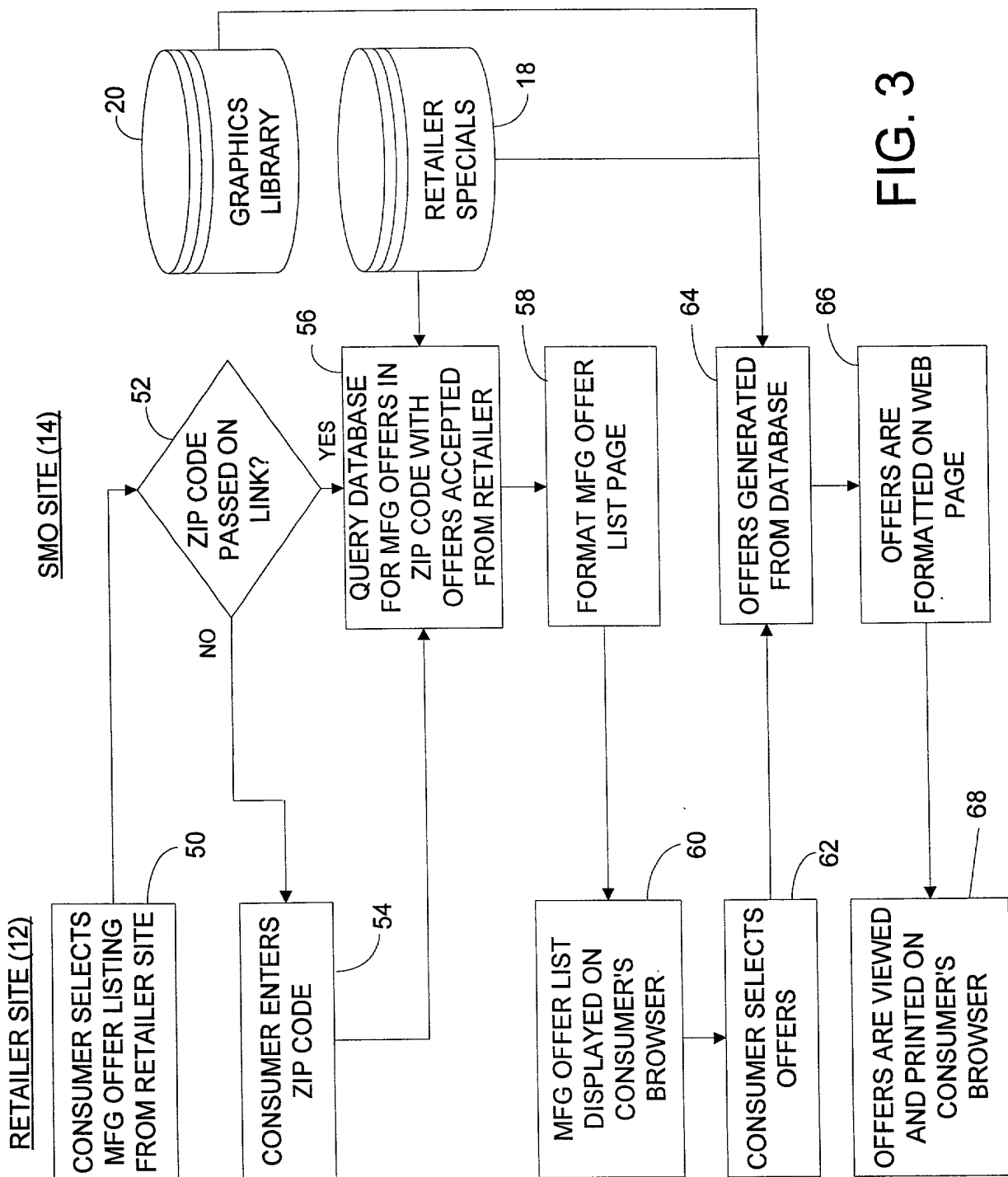


FIG. 2



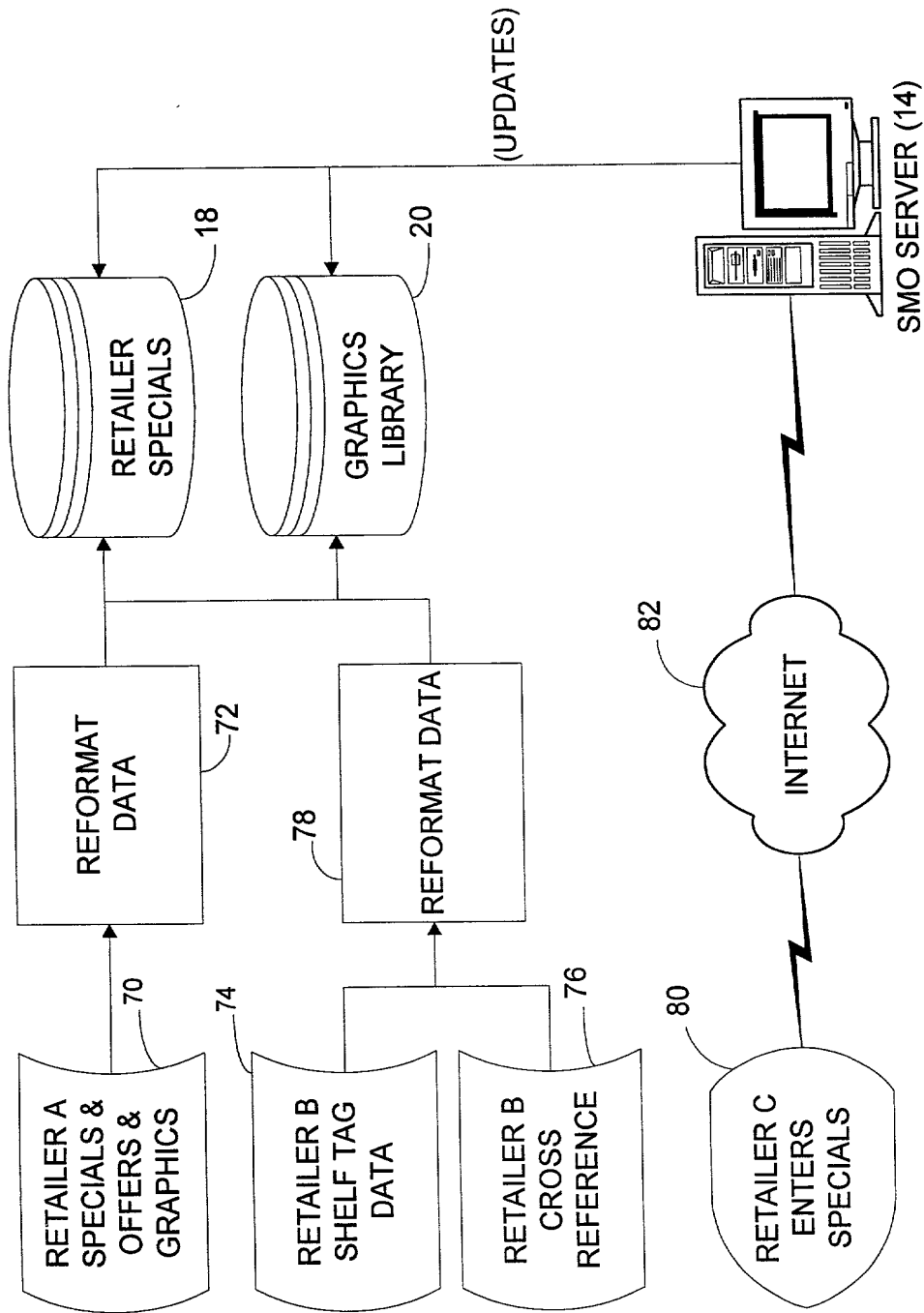


FIG. 4

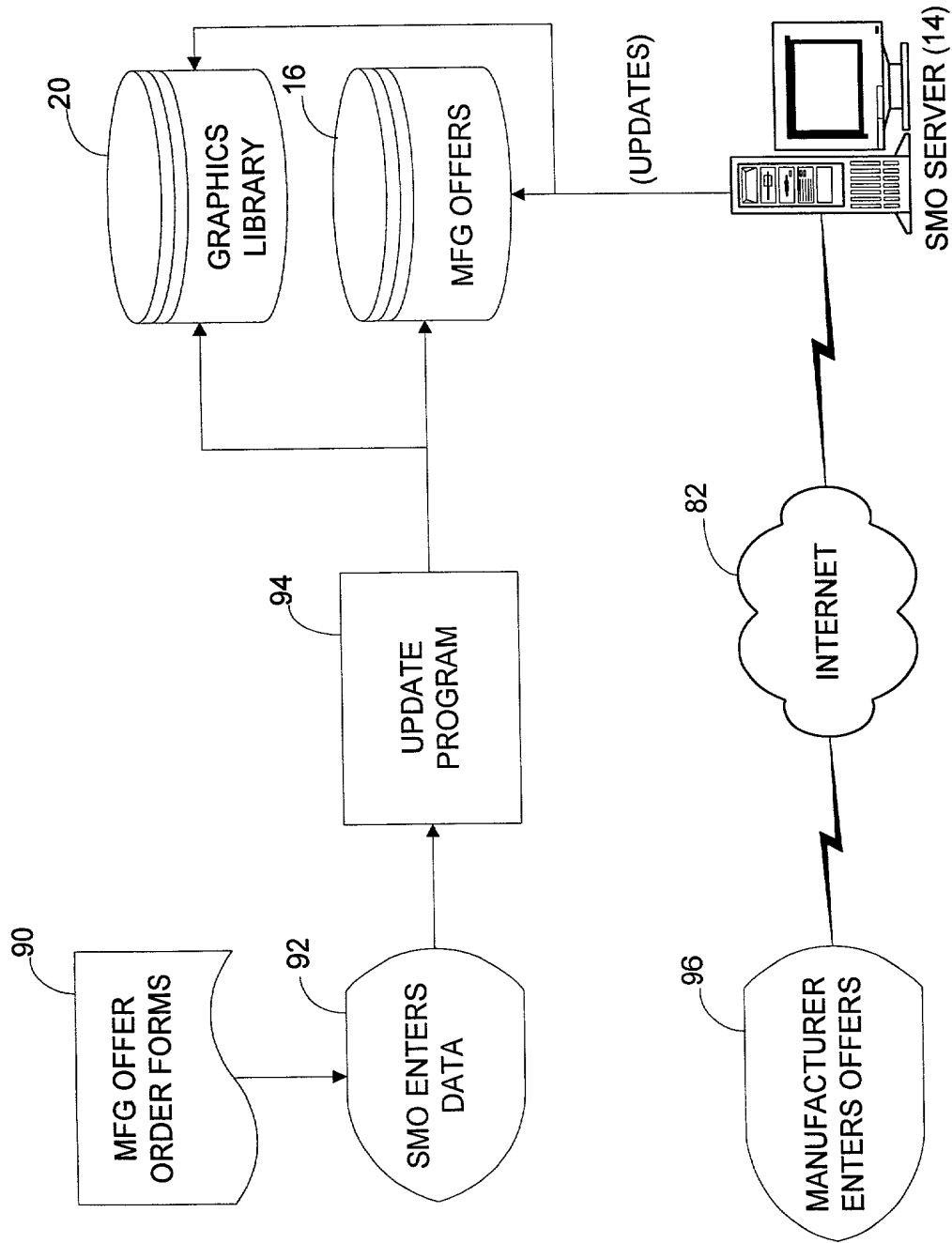


FIG. 5



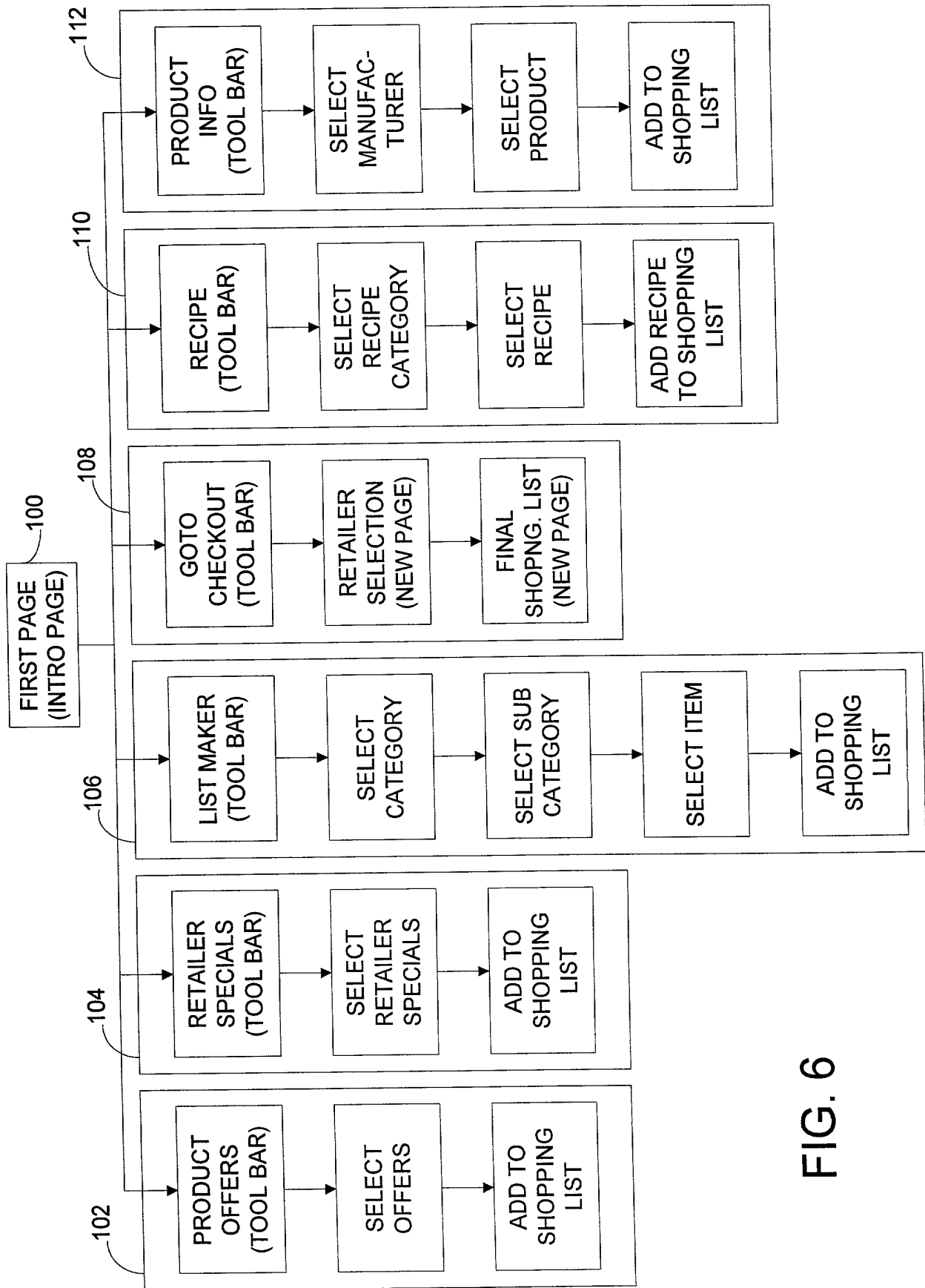
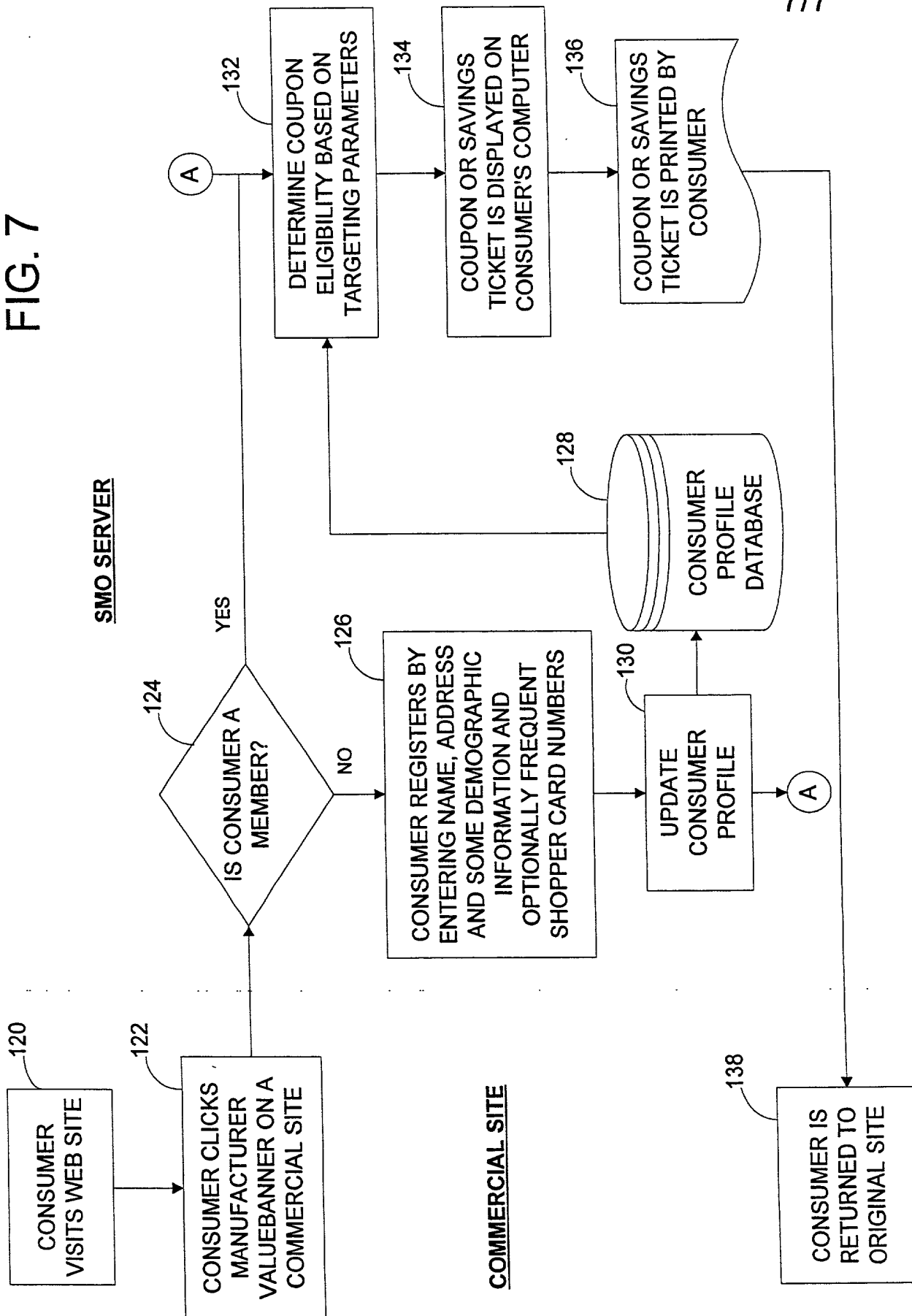


FIG. 6

FIG. 7



COPY

Docket No.

CAT/34

# Declaration and Power of Attorney For Patent Application

## English Language Declaration

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name,

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled

### SYSTEM AND METHOD FOR DISTRIBUTING INFORMATION THROUGH COOPERATIVE COMMUNICATION NETWORK SITES

the specification of which

(check one)

☐ is attached hereto.

☒ was filed on 06/12/97 as United States Application No. or PCT International Application Number 08/873,974 and was amended on \_\_\_\_\_

(if applicable)

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in Title 37, Code of Federal Regulations, Section 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, Section 119(a)-(d) or Section 365(b) of any foreign application(s) for patent or inventor's certificate, or Section 365(a) of any PCT International application which designated at least one country other than the United States, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate or PCT International application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application(s)

Priority Not Claimed

(None)

☐

(Number)

(Country)

(Day/Month/Year Filed)

☐

(Number)

(Country)

(Day/Month/Year Filed)

☐

(Number)

(Country)

(Day/Month/Year Filed)

I hereby claim the benefit under 35 U.S.C. Section 119(e) of any United States provisional application(s) listed below:

(None)	
(Application Serial No.)	(Filing Date)
(Application Serial No.)	(Filing Date)
(Application Serial No.)	(Filing Date)

I hereby claim the benefit under 35 U. S. C. Section 120 of any United States application(s), or Section 365(c) of any PCT International application designating the United States, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of 35 U.S.C. Section 112. I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in Title 37, C. F. R., Section 1.56 which became available between the filing date of the prior application and the national or PCT International filing date of this application:

(None)		
(Application Serial No.)	(Filing Date)	(Status) (patented, pending, abandoned)
(Application Serial No.)	(Filing Date)	(Status) (patented, pending, abandoned)
(Application Serial No.)	(Filing Date)	(Status) (patented, pending, abandoned)

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith. *(list name and registration number)*

Noel F. Heal, Registration No. 26,074

John J. Halak, Registration No. 27,793

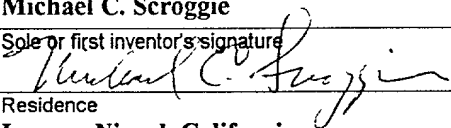
Lois Babcock, Registration No. 30,947

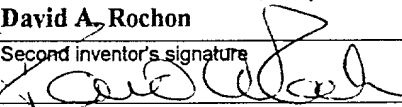
Send Correspondence to:

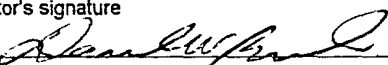
Noel F. Heal  
2516 Via Tejon, Ste. 316  
Palos Verdes Estates, CA 90274

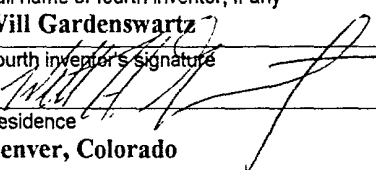
Direct Telephone Calls to: *(name and telephone number)*

Noel F. Heal, (310) 373-1311

Full name of sole or first inventor <b>Michael C. Scroggie</b>	
Sole or first inventor's signature 	Date 12/16/97
Residence <b>Laguna Niguel, California</b>	
Citizenship <b>United States of America</b>	
Post Office Address <b>21 Paradise Cove</b>	
<b>Laguna Niguel, CA 92677</b>	

Full name of second inventor, if any <b>David A. Rochon</b>	
Second inventor's signature 	Date 12/19/97
Residence <b>Westport, Connecticut</b>	
Citizenship <b>United States of America</b>	
Post Office Address <b>5 Stony Brook Road</b>	
<b>Westport, CT 06880</b>	

Full name of third inventor, if any <b>David W. Banker</b>	
Third inventor's signature 	Date <b>12-16-97</b>
Residence <b>Mount Baldy, California</b>	
Citizenship <b>United States of America</b>	
Post Office Address <b>P.O. Box 814, 17 Central Avenue</b>	
<b>Mt. Baldy, CA 91759-0814</b>	

Full name of fourth inventor, if any <b>Will Gardenswartz</b>	
Fourth inventor's signature 	Date <b>12/19/97</b>
Residence <b>Denver, Colorado</b>	
Citizenship <b>United States of America</b>	
Post Office Address <b>103 Pearl Street</b>	
<b>Denver, CO 80203</b>	

Full name of fifth inventor, if any <b>(None)</b>	
Fifth inventor's signature	Date
Residence	
Citizenship	
Post Office Address	

Full name of sixth inventor, if any <b>(None)</b>	
Sixth inventor's signature	Date
Residence	
Citizenship	
Post Office Address	